

#### ABSTRACT OF THE DISCLOSURE

A fixture for suspending banners, signs and the like on the sides of multistory buildings, includes a U-shaped bracket adapted to engage the sides and end of a vertical parapet or a horizontal overhang. The fixture supports a  
5 powered winch over which cables connected to the banner or the like are arranged so as to allow the raising and lowering of the banner by powering the winch. Clamps on the U-shaped brackets securely retain the fixture in position on the building.